

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

13.MAR-6.APR.2023

Face-to-Face Weeks: NHL Stenden, Leeuwarden, 20-24 March
NHL Stenden, Leeuwarden, 27-31 March

SAP OVERVIEW

Any impactful content has three pillars: timelessness, relevance, and engagement. Therefore, each piece of content must have an endearing message that people can connect with for years to come. This has emerged as a key pillar in today's dynamic media environment.

Therefore, the purpose of this SAP is to gain knowledge regarding the creation of value for all stakeholders through impactful (meaningful) content.

Design Based Education centers around design, because design is about co-creating value. Media has great impact on our world, our society, on communities and individuals. With the Creative Business media platform, Matters, core of the SAP, we explore how to co-create value for our direct local environment with media content, products & services. This SAP is a collaboration between TUS Athlone and NHL Stenden and also includes Inclusive Marketing Strategies and Ethics In A Digital Age. This SAP can be taken as a stand-alone 5 credit or as part of the Sustainable Digital Marketing stackable 15 credits.

LEARNING OUTCOMES

At the end of this RUN-EU SAP students will be able to:

- Understand media content
- Develop media concepts
- Produce media products and services
- Reflect on your learning and development.

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Organised by:
Technological University of the Shannon
NHL Stenden, University of Applied Sciences

DATE From **13 MAR** to **6 APR**

Face-to-Face Weeks: NHL Stenden, Leeuwarden, 20-24 March
NHL Stenden, Leeuwarden, 27-31 March

MODE OF DELIVERY

Blended and onsite. Two online weeks and two face to face weeks.

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 5

ACADEMIC RECOGNITION

The SAP is either part of an optional module or an add-on, which will be added to the diploma supplement.

ELIGIBLE PARTICIPANTS

RUN-EU students from all cycles of studies, with particular emphasis on students from study programs related to the creative industries (creative business – such as (digital) marketing, communication, multimedia design, and meaningful media.)

HOW TO APPLY

Fill in the application form via QR code



DEADLINE FOR APPLICATIONS

3 February 2023

CONTACT DETAILS

sap.impactfulcontentcreation@nhlstenden.com

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13.MAR-6.APR.2023

Face-to-Face Weeks: NHL Stenden, Leeuwarden, 20-24 March
NHL Stenden, Leeuwarden, 27-31 March

SELECTION CRITERIA

Motivation Letter (max 1. A4)

LEARNING AND TEACHING STRATEGY

This SAP is developed with regards to the Design Based Education Philosophy.

Design based education is a teaching and learning approach that empowers the learning process of all stakeholders in (higher) education: a process between students, the professional field and lecturers. Actual and complex issues are faced via iterative processes in order to bridge the gap between a current situation and an intended situation. Characteristics of the non-linear, iterative DBE processes are empathizing, defining, ideating, applying, testing, assessing and improving in order to bridge this gap.

The methodological dialogical interaction between students, the professional field and lecturers is domain specific. The DBE teaching and learning approach adds value to the learning of students, the professional field and lecturers in terms of gaining multidisciplinary knowledge, developing metacognitive skills and by creating social value.

PREREQUISITES

No basic knowledge needed. However, all prescribed study materials must be read and prepared in advance.

CERTIFICATION

The participants who successfully complete this SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

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COURSES LEADERS | LECTURERS

Courses leaders

Daniel Outhuijse (NHL Stenden)
Konstantin Brehm (NHL Stenden)
Mart Faijdherbe (NHL Stenden)

Lecturers

Daniel Outhuijse (NHL Stenden)
Konstantin Brehm (NHL Stenden)
Mart Faijdherbe (NHL Stenden)
Louise Murray (TUS)
Sinéad O'Connell (TUS)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

Selected students receive a scholarship based on the travel distance and the subsistence costs in the country the SAP is offered in. Travel grants for the Netherlands range from 240 to 330 euros. The subsistence grant is 680 euros.

MEANS AND CRITERIA FOR ASSESSMENT

Portfolio-Assessment: In this SAP, each student will build a portfolio in which he/she/they proof the achievement of Learning Outcomes through different (media) products.

- Understand media content (25%)
- Develop media concepts (25%)
- Produce media products and services (25%)
- Reflect on your learning and development (25%)

REFERENCE READING

- Branston, G., & Stafford, R. (2010). The Media Student's Book (5th ed.). Routledge.
- Pulizzi, J. (2013). Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less (1st ed.). McGraw Hill.
- Case studies (TBA)

SHORT
ADVANCED
PROGRAMME

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 1 | ▪ 13-17. MARCH ▪ ONLINE

PROGRAMME AT A GLANCE

+INFO: www.run-eu.eu

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 13/03	ATELIER SET				LUNCH BREAK	SELF STUDY					
TUESDAY 14/03											
WEDNESDAY 15/03	ATELIER HOLD				LUNCH BREAK	SELF STUDY					
THURSDAY 16/03											
FRIDAY 17/03	ATELIER LAND				LUNCH BREAK	SELF STUDY					

SHORT
ADVANCED
PROGRAMME

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 2 | • 20-24. MARCH • FACE TO FACE WEEK • NHL STENDEN

NHL Stenden, Leeuwarden

PROGRAMME AT A GLANCE

+INFO: www.run-eu.eu

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 20/04	OPENING SESSION		LECTURE	LUNCH BREAK	MEETING MATTERS		MEDIALAB				
TUESDAY 21/04	LECTURE	WORKSHOP		LUNCH BREAK	MEDIALAB				STUCO		
WEDNESDAY 22/04			WORKSHOP	MEDIALAB	LUNCH BREAK	MEDIALAB		DRAGONS DEN			
THURSDAY 23/04	WORKSHOP		MEDIALAB	LUNCH BREAK	MEDIALAB						
FRIDAY 24/04	MEDIALAB		TEST AND EVALAUTE		LUNCH BREAK	GROUP PRESENTATIONS			REFLECT & CELEBRATE		

SHORT
ADVANCED
PROGRAMME



IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 3 | ▪ 27-31. MARCH ▪ FACE TO FACE WEEK ▪ NHL STENDEN

NHL Stenden, Leeuwarden

PROGRAMME AT A GLANCE

+INFO: www.run-eu.eu

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
MONDAY 27/03	OPENING SESSION		LECTURE	LUNCH BREAK	WORKSHOP							
TUESDAY 28/03	WORKSHOP			LUNCH BREAK	WORKSHOP				MEDIALAB			
WEDNESDAY 29/03	MEDIALAB			LUNCH BREAK	MEDIALAB	PROTOTYPE VIEWING		MEDIALAB				
THURSDAY 30/03	MEDIALAB			LUNCH BREAK	MEDIALAB							
FRIDAY 31/03	TEST AND EVALUATE			LUNCH BREAK	ASSESSMENT			VIEWING PARTY				



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Grant Agreement Number: 101004068

SHORT
ADVANCED
PROGRAMME

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 2 | ▪ 03-07. APRIL ▪ ONLINE

PROGRAMME AT A GLANCE

+INFO: www.run-eu.eu

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 03/04	ATELIER SET				LUNCH BREAK	SELF STUDY					
TUESDAY 04/04											
WEDNESDAY 05/04	ATELIER SET				LUNCH BREAK	SELF STUDY					
THURSDAY 06/04	ATELIER SET				LUNCH BREAK	SELF STUDY					
FRIDAY 07/04											

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 1

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13/15/17 MARCH

MON/WED/FRI 9H00-12H00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEEKDAY 13/15/17/03	ATELIER			LUNCH BREAK	SELF STUDY						

Atelier

- 🕒 9h00-12h00 GMT+ 1
- 👤 Individual work
- 👤 All lecturers
(NHL Stenden | TUS)
- 📄 In week one we have three online ateliers. In these interactive sessions students work on the case studies and assignments. During these sessions students will focus design based education.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 2

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20 MARCH

MONDAY 9H00-17H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEEKDAY 20/03	OPENING SESSION		LECTURE	LUNCH BREAK	MEETING MATTERS		MEDIALAB				

Opening session Start of the week

- 🕒 9h00-11h00
- 📅 Individual
- 🎤 Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Introduction, project outline, learning objectives, grouping.

Lecture Transformational Media

- 🕒 11h00-12h00
- 📅 Individual
- 🎤 Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Live lecture by professorship Transformational Media.

Meeting Matters Meeting the partner

- 🕒 13h00-15h00
- 📅 Individual
- 🎤 Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Meeting Matters.frl the partner of this assignment.

Medialab Working time

- 🕒 15h00-17h00
- 📅 Individual
- 🎤 Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 2

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21 MARCH

TUESDAY 09H00-20H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 21/04	LECTURE	WORKSHOP	LUNCH BREAK	MEDIALAB				STUCO			

Lecture

Creating concepts

- 🕒 9h00-11h00
- 👤 Individual
- 🗣️ Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Live lecture on creating meaningful concepts.

Workshop

Define the assignment

- 🕒 9h00-11h00
- 👤 Individual
- 🗣️ Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Workshop defining the assignment.

Medialab

Working on the assignment

- 🕒 13h00-17h00
- 👤 Individual/group
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Finish of five liners assignment.

Stuco

Meeting the city

- 🕒 17h00-20h00
- 👤 Leisure
- 👤 Group
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)

IMPACTFUL
CONTENT
CREATION
MAKING MEDIA
THAT MATTERS

WEEK 2

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22 MARCH			WEDNESDAY 10H00-17H00 · NHL STENDEN									
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	
WEDNESDAY 22/03			WORKSHOP	MEDIALAB	LUNCH BREAK	MEDIALAB	DRAGONS DEN					

Workshop Creativity
Kickstart of the brainstorm

- 🕒 10h00-11h00
- 👤 Individual
- 🗣️ Live Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Workshop on creativity.

Medialab
Working on the assignment

- 🕒 13h00-15h00
- 👤 Individual/group
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Time to work on the assignment.

Dragons den
Pitch your concept

- 🕒 15h00-17h00
- 👤 Group Work
- 🗣️ Pitching moment
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Pitch your concept in the dragons den.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 2

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23 MARCH

THURSDAY 9H00-17H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 23/03	WORKSHOP		MEDIALAB	LUNCH BREAK	MEDIALAB						

Workshop Mobile content Create content via a mobile device

- 🕒 10h00-11h00
- 👤 Individual
Workshop
- 👥 All coaches (TUS)
All coaches (NHL Stenden)
- 📄 Workshop on mobile content
creation.

Medialab Working on the assignment

- 🕒 11h00-17h00
- 👤 Individual/group
- 👥 All coaches (TUS)
All coaches (NHL Stenden)
- 📄 Time to work on the assignment.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 2

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24 MARCH

FRIDAY 09H00-20H00 · NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 24/03	MEDIALAB		TEST AND EVALUATE		LUNCH BREAK	GROUP PRESENTATIONS			REFLECT & CELEBRATE		

Medialab

Working on the assignment

🕒 9h00-11h00

👤 Individual/group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📅 Time to work on the assignment.

Test and evaluate

Working on the assignment

🕒 11h00-13h00

👤 Group work

👤 All coaches (TUS)
All coaches (NHL Stenden)

📅 Test and evaluate your concept.

Group presentations

Present your proof of concept

🕒 14h00-17h00

👤 Group work

👤 All coaches (TUS)
All coaches (NHL Stenden)

📅 Presentations for the proof of concept.

Reflect & celebrate

End of week

🕒 17h00-20h00

👤 Group work

👤 All coaches (TUS)
All coaches (NHL Stenden)

📅 End of week two ceremony.
Students will reflect on week two
and take part in a closing ceremony.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 3

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27 MARCH

MONDAY 9H00-17H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 27/03	OPENING SESSION		LECTURE	LUNCH BREAK	WORKSHOP						

Opening week 3 Start your production

- 🕒 9h00-11h00
- 👥 Group work
- Lecture
- 👤 All coaches (TUS)
- All coaches (NHL Stenden)
- 📄 Opening production week.

Production 101 Lecture on production

- 🕒 9h00-11h00
- 👥 Group work
- Lecture
- 👤 All coaches (TUS)
- All coaches (NHL Stenden)
- 📄 Lecture on production.

Production 101 Workshops & studio tours

- 🕒 13h00-17h00
- 👥 Group work
- Lecture
- 👤 All coaches (TUS)
- All coaches (NHL Stenden)
- 📄 Workshops on framing, audio, basic use camera and studio.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 3

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28 MARCH

TUESDAY 9H00-20H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 27/03	WORKSHOP			LUNCH BREAK	WORKSHOP			MEDIALAB			

Production 101 Workshops & studio tours

- 🕒 09h00-17h00
- 👥 Group work
- 🎓 Lecture
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Workshops on framing, audio, basic use camera and studio usage.

Medialab Working on the assignment

- 🕒 17h00-20h00
- 👤 Individual/group
- 👤 All coaches (TUS)
- 👤 All coaches (NHL Stenden)
- 📄 Time to work on the assignment.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 3

+INFO: www.run-eu.eu

29 MARCH

WEDNESDAY 9H00-20H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 29/03	MEDIALAB			LUNCH BREAK	MEDIALAB		PROTOTYPE VIEWING	MEDIALAB			

Medialab

Working on the assignment

🕒 09h00-15h00
👥 Individual/group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📄 Time to work on the assignment.

Prototype viewing

Feedback session

🕒 15h00-17h00
👥 group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📄 Feedback on prototypes

Medialab

Working on the assignment

🕒 17h00-19h00
👥 Individual/group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📄 Time to work on the assignment.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 3

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30 MARCH

THURSDAY 9H00-20H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 30/03	MEDIALAB			LUNCH BREAK	MEDIALAB						

Medialab

Working on the assignment

🕒 09h00-17h00

👥 Group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📅 Time to work on the assignment.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 3

+INFO: www.run-eu.eu

31 MARCH

FRIDAY 9H00-20H00 - NHL STENDEN

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 31/03	TEST AND EVALUATE			LUNCH BREAK	ASSESSMENT				VIEWING PARTY		

Test and evaluate

Testing and evaluating your media

🕒 09h00-12h00

👥 group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📄 Time to work on the assignment.

Group assement

Assesment of products

🕒 13h00-17h00

👥 group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📄 Assessment.

Viewing party

Showcase of media products

🕒 17h00-19h00

👥 Individual/group

👤 All coaches (TUS)
All coaches (NHL Stenden)

📄 End of week 3.

IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

WEEK 4

+INFO: www.run-eu.eu

3/5/6 APRIL

MON/WED/FRI 9H00-12H00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEEKDAY 13/15/17/03	ATELIER			LUNCH BREAK	SELF STUDY						

Atelier

- 🕒 9h00-12h00 GMT+ 1
- 👤 Individual work
- 👤 All lecturers
(NHL Stenden | TUS)
- 📄 In week four we have three online ateliers. In these interactive sessions students work on finishing of the assignment.

SHORT
ADVANCED
PROGRAMME

RUN
REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

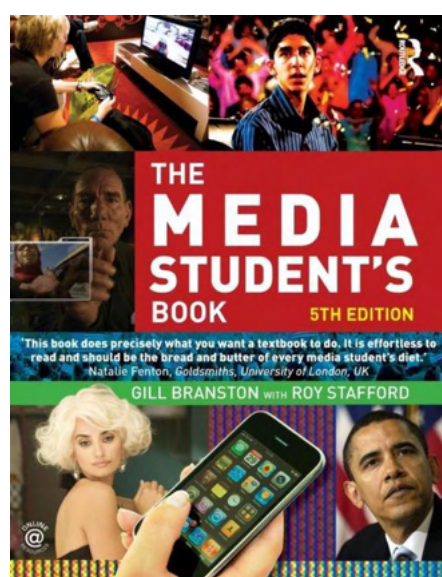
IMPACTFUL CONTENT CREATION MAKING MEDIA THAT MATTERS

13.MAR-6.APR.2023

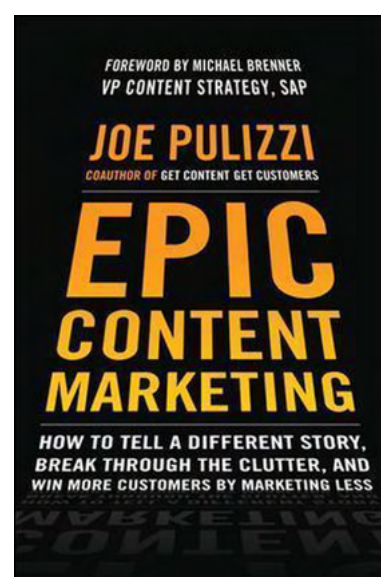
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REFERENCE READING

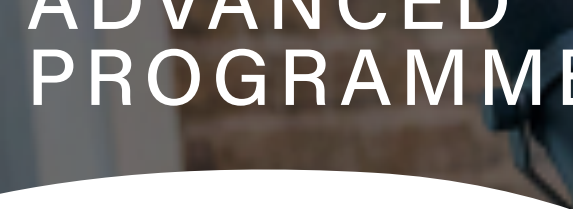
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